

WHAT IS CLAIMED IS:

1. A computerized information system for retrieving consumer data over a network, comprising:
 - a first information server for receiving a consumer identifier from a consumer network interface device;
 - a Linkage Key conversion module comprising instructions for converting the consumer identifier into a Linkage Key;
 - a Linkage Key database comprising consumer data indexed by the Linkage Key; and
 - instructions for comparing the Linkage Key to the linkage database in order to retrieve consumer data from the linkage database.
2. The information system of Claim 1, wherein the consumer network interface device is selected from the group consisting of: a wireless telephone, an interactive voice response system, a personal computer, a television, a personal digital assistant and a database server.
3. The information system of Claim 1, wherein the Linkage Key is a spatial key that defines a geographic location.
4. The information system of Claim 3, wherein the spatial key is a zip code.
5. The information system of Claim 1, wherein the consumer identifier is selected from the group consisting of: a 10-digit telephone number, a United States Postal Service address, Postal Service address plus a consumer name, a 10-digit telephone number plus a consumer name, a latitude and longitude, an IP address and an e-mail address.
6. The information system of Claim 1, wherein the Linkage Key is selected from a group of: a United States Postal Service Delivery Point Code (DPC), ZIP+4, State-county/census tract/census block, coordinate interleaved pair (quad-tree), 10-digit telephone number, standardized street address, standardized street address plus a

standardized name, 10-digit telephone number plus standardized name, sequentially assigned number.

7. The information system of Claim 1, wherein the Linkage Key conversion module comprises instructions for converting a consumer address into a United States Postal Service Delivery Point Code.

8. The information system of Claim 1, wherein the information server comprises an Internet server.

9. The information system of Claim 8, wherein the Internet server comprises instructions for writing the consumer identifier to a consumer's computer.

10. The information system of Claim 9, wherein the Internet server comprises instructions for writing a cookie data file to the consumer's computer.

11. The information system of Claim 1, wherein the consumer data comprises household data, individual data, census data, business location data or government location data, business financial data, consumer product/service consumption scores, maps, driving directions, USPS address data, property data, environmental data and geography related data.